

Message Text

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PAGE 01 TAIPEI 02321 01 OF 02 150517Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 ICA-20 /041 W
-----028384 150518Z /11
R 150452Z APR 78
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
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UNCLAS SECTION 01 OF 02 TAIPEI 02321

COMMERCE FOR ITA/BED/OIM/EA - KELLY

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: COUNTRY COMMERCIAL PROGRAM (CCP): REVISED
- CAMPAIGN FOR FY-1979 CCP

REF: AYLWARD-WCAG MEETING MARCH 28

1. HEADINGS ARE:

CAMPAIGN NUMBER 1, PRIORITY RANK 1,
CAMPAIGN TITLE: BUY MORE IN AMERICA, AND
CAMPAIGN MANAGER: AYLWARD

2. OBJECTIVE AND RATIONAL:

THIS SPECIAL POST EFFORT HAS ITS ORIGINS IN THE TRADE
GAP BETWEEN THE UNITED STATES AND TAIWAN, WHICH HAS
WIDENED OVER THE PAST SEVERAL YEARS. THE US TRADE DEFICIT
WITH TAIWAN ROSE TO DOLS 1.2 BILLION IN 1976 AND AMOUNTED
TO AN UNPRECEDENTED DOLS 1.7 BILLION IN 1977. MINDFUL
OF THE US GOVERNMENT'S ATTENTION FOCUSED ON PERSISTENT
TRADE IMBALANCES WITH EAST ASIAN NATIONS, ON NOVEMBER 5,
1977 THE GROC LAUNCHED A PROGRAM--WHICH SOON THEREAFTER
WAS CALLED "BUY MORE IN AMERICA"--TO NARROW THE BILATERAL
TRADE GAP BY TAKING STRONG MEASURES TO INCREASE IMPORTS
FROM THE UNITED STATES. DURING FY'78, THE COMMERCIAL
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PAGE 02 TAIPEI 02321 01 OF 02 150517Z

SECTION CONSULTED WITH THE MINISTRY OF FINANCE, BOARD
OF FOREIGN TRADE, AND THE CENTRAL TRUST OF CHINA OVER
PROCUREMENT IN THE UNITED STATES, FACILITATED ROC
GOVERNMENT AND PRIVATE SECTOR BUYING MISSIONS, AND DID
SPECIAL SOLICITATIONS OF AMERICAN SUPPLIERS OF MEDICAL
EQUIPMENT AND ELECTRONIC BANKING. DESPITE INTENSIVE
EFFORTS IN FY'78, THE EMBASSY IN FY'79 WILL CONTINUE TO

ALLOCATE MOST OF ITS TRADE PROMOTION EFFORTS TO THIS ACTIVITY. THE OBJECTIVE OF THE BMA CAMPAIGN IS TO SEEK OUT AND BE ALERT TO SPECIAL OPPORTUNITIES FOR AMERICAN MARKET PENETRATION WHICH REQUIRE STIMULATION AND TO COORDINATE, ON A LARGE SCALE, FURTHER EFFORTS BY THE GROC TO TIE GOVERNMENT PROCUREMENT TO US SOURCES.

3. CAMPAIGN ACTIONS:

- 1) CALL PERIODICALLY ON GOVERNMENT AGENCIES AND ENTERPRISES IN TAIPEI, TAICHUNG AND KAOHSIUNG TO ASCERTAIN STATUS OF PROCUREMENT PLANS AND TO OFFER FACILITATIVE ASSISTANCE.
- 2) FACILITATE ROC GOVERNMENT PROCUREMENT MISSIONS TO THE UNITED STATES, PARTICULARLY FOR INDUSTRIAL PRODUCTS. MISSION MEMBERS WILL BE DRAWN PRIMARILY FROM GOVERNMENT AGENCIES AND STATE ENTERPRISES OF BOTH THE CENTRAL GOVERNMENT AND THE TAIWAN PROVINCIAL GOVERNMENT.
- 3) COORDINATE WITH CHINA EXTERNAL TRADE DEVELOPMENT COUNCIL (CETDC) IN ORGANIZING SIX PRIVATE SECTOR BUYING MISSIONS TO THE US, UTILIZING, WHEREVER FEASIBLE, FOREIGN BUYER PROGRAM DESIGNATED US TRADE SHOWS AS THE FOCAL POINT FOR THE MISSIONS' ITINERARIES.
- 4) FOREIGN BUYER PROGRAM GROUP TRAVEL TO BE USED FOR SPECIAL BUYING TRIPS TO THE US OF AGENTS/DISTRIBUTORS, THE VARIOUS PROFESSIONS AND ECONOMIC SECTORS NOT

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PAGE 03 TAIPEI 02321 01 OF 02 150517Z

COVERED BY ACTIONS NO. 2 & 3. USE DIRECT MAIL CAMPAIGNS FOR TWO FBP SHOWS NOT COVERED BY ACTION NO. 3.

5) ARRANGE SPECIAL TRADE FACILITATION FOR MINISTRY OF FINANCE SUPERVISED GOVERNMENT PROCUREMENT PROCEDURES COVERING A WIDE RANGE OF PRODUCTS BEYOND THOSE LISTED IN THE FOUR PRODUCT CAMPAIGNS IN SECTION III.

6) MAINTAIN LIAISON WITH THE CENTRAL TRUST OF CHINA PROCUREMENT DEPARTMENT SO THAT THE AIRGRAM ON TENDER PROCEDURES FOR US BUSINESSMEN CAN BE UPDATED (THIS WILL ALSO HELP TO INCREASE THE TELEGRAPHIC REPORTING OF FOREIGN GOVERNMENT TENDER TRADE OPPORTUNITIES, PARTICULARLY THOSE WHICH FALL IN THE DOLS 50,000 TO ONE MILLION RANGE.). THIS ACTIVITY IS DESIGNED TO ATTRACT MORE US FIRMS TO THE TAIWAN MARKET, THEREBY BROADENING THE BASE OF US FIRMS ACTIVE AND REPRESENTED ON TAIWAN, A SINE QUA NON FOR LARGE-SCALE INCREASES IN US EXPORTS TO TAIWAN.

7) PROMOTE THOSE SELECTED TOKYO TRADE CENTER SHOWS AND SEMINARS WHICH APPEAR TO HAVE POTENTIAL FOR ATTRACTING ATTENDEES FROM TAIWAN BUT WHICH DO NOT CONFLICT WITH TAIPEI TRADE CENTER SHOWS, AND WHICH COMPLEMENT OUR

EXISTING RANGE OF PRODUCT CAMPAIGNS.

8) ENCOURAGE THE BOARD OF FOREIGN TRADE AND THE CENTRAL TRUST OF CHINA TO CHANGE CERTAIN PROCUREMENT PRACTICES, SUCH AS THOSE IN EXISTENCE DURING FY1978 FOR APPLES, WHICH RESULT IN ONLY A SMALL QUANTITY OF AMERICAN EXPORTS TRICKLING INTO THE TAIWAN MARKET. (THIS RELATES TO TRADE NEGOTIATIONS ACTIVITY BUT IS CLOSELY TIED TO BMA EFFORTS). ALSO, ASSIST US FIRMS BY APPROACHING THE APPROPRIATE GOVERNMENT AGENCIES IN

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UNCLAS SECTION 02 OF 02 TAIPEI 02321

COMMERCE FOR ITA/BED/OIM/EA - KELLY

INSTANCES WHERE AMERICAN STANDARDS AND FOB PRICES ARE NOT USED AT BOTH PREQUALIFICATION AND TENDERING STAGES OF ROC GOVERNMENT PROCUREMENT.

4. CUMULATIVE MILESTONES FOR CAMPAIGN ACTIONS:

FOR NO. 1, DEC 31: 8, MAR 31: 16, JUN 30: 20, SEP 30: 24
FOR NO. 2, DEC 31: 1, MAR 31: 2, JUN 30: 3, SEP 30: 4
FOR NO. 3, DEC 31: 2, MAR 31: 4, JUN 30: 5, SEP 30: 6
FOR NO. 4, DEC 31: 1, MAR 31: 1, JUN 30: 2, SEP 30: 2
FOR NO. 5, DEC 31: 2, MAR 31: 4, JUN 30: 6, SEP 30: 8
FOR NO. 6, X UNDER MAR 31
FOR NO. 7, DEC 31: 1, MAR 31: 1, JUN 30: 2, SEP 30: 3
FOR NO. 8, X UNDER EACH QUARTER

5. PLEASE ADVISE IF ANY FURTHER REVISIONS ARE REQUIRED.

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